

**LISTING OF CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Previously presented) A method for performing an electronic transaction comprising:

receiving in a transaction portal server via a wireless communication switching facility coupled to the transaction portal server over a global network a unique product and merchant identifying code entered by a customer on a wireless communication device coupled to the wireless communication switching facility and identifying a product and a merchant associated with the product and merchant identifying code by the transaction portal server from a database of the transaction portal server storing product and merchant identifying code data for a plurality of merchants;

retrieving product information data by the transaction portal server from a product database of a merchant server coupled to the transaction portal server over the global network and displaying the product information data by the transaction portal server on a display screen of the wireless communication device for the customer;

receiving by the transaction portal server the customer's indication to purchase the product entered by the customer on the wireless communication device and retrieving default payment method information for the customer by the transaction portal server from an electronic wallet server;

displaying the default payment information by the transaction portal server on the display screen of the wireless communication device for the customer and receiving payment option data comprising information describing a desired means of payment for the product by the transaction portal server entered by the customer on the wireless communications device;

transmitting payment authorization data to a payment processor by the transaction portal server and receiving a payment authorization by the transaction portal server from the payment processor;

transmitting order information to a check-out application of the merchant server by the transaction portal server and causing the electronic wallet server to complete payment and shipping information fields in an order fulfillment database of the merchant server by the transaction portal server; and

receiving by the transaction portal server order confirmation from the merchant server and displaying the order confirmation information by the transaction portal server on the display screen of the wireless communication device for the customer.

2-3. (Canceled).

4. (Previously presented) The method of claim 1 further comprising receiving customer identification information.

5. (Previously presented) The method of claim 4 further comprising determining an electronic wallet application on the electronic wallet server associated with the customer identification information.

6. (Previously presented) The method of claim 5 further comprising accessing the electronic wallet application associated with the customer identification information on the electronic wallet server.

7. (Previously presented) The method of claim 6 wherein receiving payment option data comprising information describing the desired means of payment for the product comprises accessing the electronic wallet application associated with the customer identification information on the electronic wallet server.

8. (Canceled).

9. (Previously presented) The method of claim 7 wherein the product information comprises the price of the product.

10. (Previously presented) The method of claim 7 wherein the product information comprises at least one of the following: price of the product, description of attributes of the product, brand name of the product, and name of the product.

11. (Canceled).

12. (Previously presented) The method of claim 4 wherein receiving customer identification information comprises receiving customer identification information from the wireless communications device.

13. (Canceled).

14. (Previously presented) The method of claim 12 wherein the wireless communications device comprises a web browser.

15. (Previously presented) The method of claim 14 wherein the wireless communications device comprises a wireless telephone.

16. (Previously presented) The method of claim 14 wherein the wireless communications device comprises at least one of the following: a telephone, a personal computer, and a personal digital assistant.

17-22. (Canceled).

23. (Previously presented) The method of claim 1 wherein the transaction portal server is in communication with at least two merchant servers.

24. (Canceled).

25. (Previously presented) The method of claim 1 wherein the default payment method for the product comprises a credit card.

26-45. (Canceled).

46. (Previously presented) A computer system for data management of an electronic transaction comprising:

a transaction portal server pre-programmed for receiving via a wireless communication switching facility coupled to the transaction portal server over a global network a unique product and merchant identifying code entered by a customer on a wireless communications device coupled to the wireless communication switching facility and for identifying a product and a merchant associated with the product and merchant identifying code from a database of the transaction portal server storing product and merchant identifying code data for a plurality of merchants;

wherein the transaction portal server is further pre-programmed for retrieving product information data from a product database of a merchant server coupled to the transaction portal server over the global network and for displaying the product information on a display screen of the wireless communications device for the customer;

wherein the transaction portal server is further pre-programmed for receiving the customer's indication to purchase the product entered by the customer on the wireless communication device and for retrieving default payment method information for the customer from an electronic wallet server;

wherein the transaction portal server is further pre-programmed displaying the default payment information on the display screen of the wireless communication device for the customer and for receiving payment option data comprising information describing a desired means of payment for the product entered by the customer on the wireless communications device;

wherein the transaction portal server is further pre-programmed for transmitting payment authorization to a payment processor and for receiving a payment authorization from the payment processor;

wherein the transaction portal server is further pre-programmed for transmitting order information to a check-out application of the merchant server and causing the electronic wallet server to complete payment and shipping information fields in an order fulfillment database of the merchant server; and

wherein the transaction portal server is further pre-programmed for receiving order confirmation information from the merchant server and displaying the order confirmation information on the display screen of the wireless communication device for the customer.

47-61. (Canceled).

62. (Previously presented) The method of claim 1 further comprising entering into a joint venture between a provider of the transaction portal server and a provider of the wireless communication switching facility.

63. (Previously presented) The method of claim 62 further comprising providing the transaction portal server in communication with the wireless communication switching facility.

64. (Previously presented) The method of claim 63 further comprising providing the customer access to the transaction portal server.

65. (Previously presented) The method of claim 64 further comprising receiving by the operator of the wireless communication switching facility billing data reflecting a transaction between the merchant and the customer and providing a bill to the customer comprising the billing data.

66. (Previously presented) The method of claim 65 wherein the bill further comprises billing for communications services.

67. (Previously presented) The method of claim 66 wherein communications services comprises mobile telephone service.

68. (Previously presented) The method of claim 67 wherein the provider of the wireless communication switching facility comprises a mobile telephone network operator.

69. (Previously presented) The method of claim 68 wherein the provider of the transaction portal server comprises a bank.

70. (Canceled).